

21st Century Radio Ventures, Inc.
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October 8, 1996

Secretary
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

re: Amendment to Comments of 21st Century Radio Ventures, Inc. to Provide Additional New Information in MM Docket No. 96-66, Table of Allotments, FM Broadcast Stations (Sibley, IA and Brandon, SD)

Please find enclosed an original and four copies of Petitioner's Amendment of Comments of 21st Century Radio Ventures, Inc. to Provide Additional New Information in the above entitled action. Also enclosed is a copy marked "Stamp and Return." Please return that copy in the enclose postage paid envelope.

Please contact the undersigned if you have any questions.

Very truly yours,


James L. Pomm

cc: Reg Hopkinson

No. of Copies rec'd 024
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Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

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In the Matter of)	
)	
Amendment of Section 73.202(b))	MM Docket No. 96-66
Table of Allotments,)	RM-8729
FM Broadcast Stations)	
Sibley, IA and Brandon SD)	

TO: Chief, Policy and Rules Division

**AMENDMENT TO COMMENTS OF 21ST CENTURY RADIO
VENTURES, INC. TO PROVIDE ADDITIONAL NEW INFORMATION**

21st Century Radio Ventures, Inc. ("Petitioner") filed a Petition for Rule Making in the above captioned proceeding seeking the substitution of channel 261C3 for channel 262A at Sibley, Iowa and the reallocation of channel 261C3 from Sibley, Iowa to Brandon, South Dakota pursuant to the provisions of Section 1.420(i). The Commission sent out a Notice of Proposed Rule Making in the above referenced proceeding. Petitioner filed timely comments during the comment period. Concurrently with filing its comments, Petitioner filed a Petition for Rule Making seeking the allotment of Channel 282A at Sibley, Iowa. Comments were also filed by Brandon Broadcasters. Petitioner also filed Reply Comments in response to the comments of Brandon Broadcasters. Because of new information obtained by Petitioner, Petitioner hereby respectfully requests FCC consent to submit the following new information and attachments related to its request to change its city of license to Brandon, South Dakota from Sibley, Iowa.

The articles from the Brandon Valley Challenger that are attached hereto

(See Exhibit 1) provide for the additional evidence that Brandon is a community separate and independent from the larger community of Sioux Falls, South Dakota.

On September 20, 1996, President Bill Clinton and his wife Hillary made a campaign stop at Brandon and addressed a crowd gathered prior to a high school football game at Brandon Valley High School. As indicated in the attached articles, the President praised the city of Brandon as an example for the nation to follow.

The presidential visit provides additional evidence of the independence of Brandon from the larger, nearby community of Sioux Falls. This was truly a Brandon event -- it was held in Brandon (the President never even visited Sioux Falls), local Brandon citizens introduced many of the speakers at the rally and provided police and fire support.

It is unfortunate that the community did not yet have its own radio station to provide an electronic format for discussion of the many issues associated with the presidential visit. Because the local paper is a weekly publication, it took five days before coverage of the President's visit was reported through a Brandon media source. Petitioner respectfully requests that the FCC expeditiously move to grant Petitioner's petition so that it may commence service to Brandon.

The statements in this Amendment are true, complete and correct to the best of my knowledge and belief and are made in good faith.

Respectfully submitted,

21st Century Radio Ventures, Inc.

Dated: 10/8/96

By: 

James L. Primm
President and Counsel

21st Century Radio Ventures, Inc.
530 Wilshire Blvd., Suite 301
Santa Monica, CA 90401
310-393-2741

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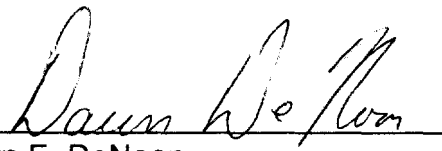
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CERTIFICATE OF SERVICE

I, Dawn E. DeNoon, hereby certify that on this 8th day of October, 1996, I caused to be delivered by first class mail, postage pre-paid, copies of the foregoing "Amendment to Comments of 21st Century Radio Ventures, Inc. to provide Additional New Information" to the following:

Cary S. Tepper, Esq.
Booth, Freret & Imlay, P.C.
1233 20th Street, N.W.
Suite 204
Washington, D.C. 20554
(Attorney for Brandon Broadcasters)



Dawn E. DeNoon

EXHIBIT 1

BRANDON VALLEY CHALLENGER ARTICLES

Brandon
Valley



Challenger

Wednesday, September 25, 1996

Box 257, Brandon, SD 57005

Clinton praises Brandon

South Dakota
sets good
example for
entire nation

by Brookes D. Noem
Challenger Editor

In an historic visit to Brandon Valley High School and the city of Brandon, President Clinton said Friday that the nation should follow the lead of the city and South Dakota.

The president and his wife Hillary touched flew into Sioux Falls late Friday afternoon and traveled by motorcade to Brandon for a rally at the Brandon Valley High School football practice field.

"We should run this country the way you all run this community — working together to succeed," Clinton said.

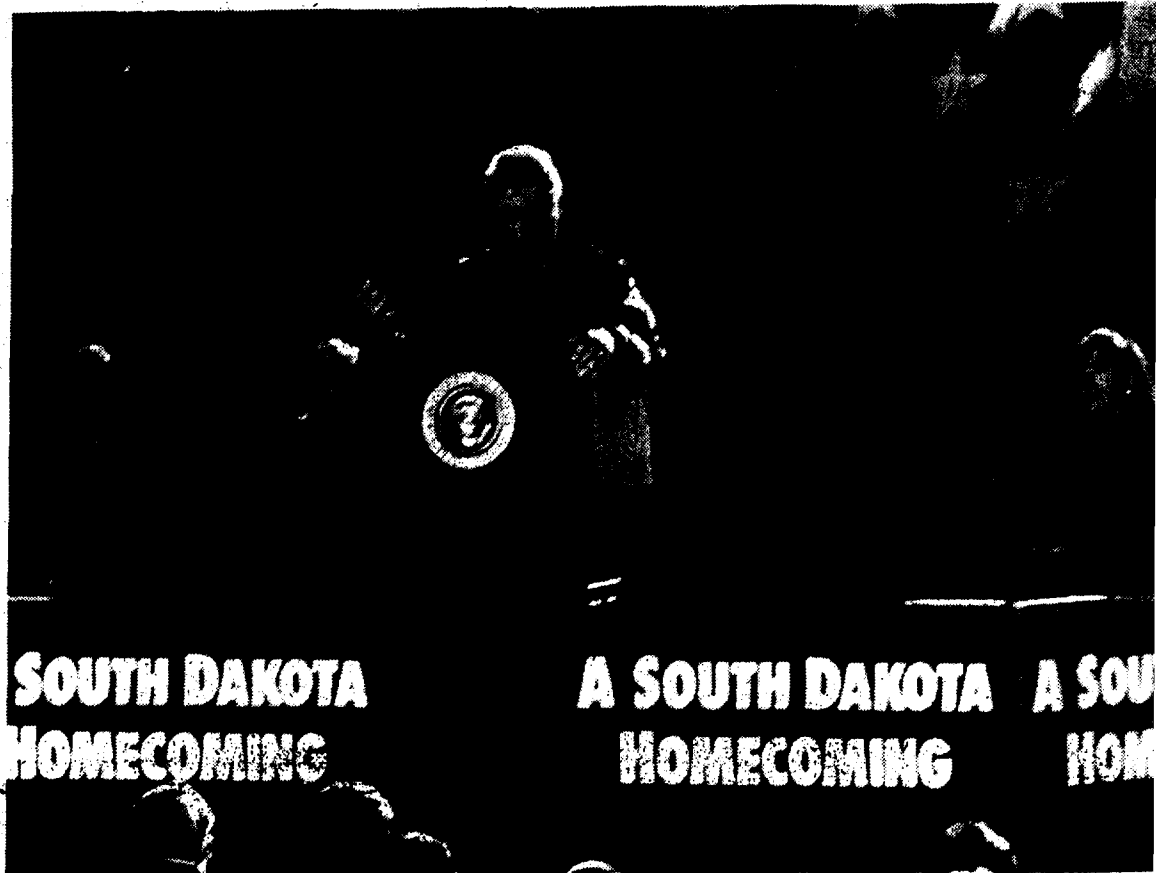
Clinton said the government could operate more efficiently if it followed Midwestern values.

"You have the reputation for being civil, neighborly, calm and able to talk things out," he said. "I would like you now to sit down, talk about what you want this country to look like when your children are your age."

He said the president and the Congress elected in November will have the opportunity to guide the transition of the nation to the 21st century.

"The decisions of this Congress will shape the next 50 years," Clinton said.

The potential for the nation is



President Bill Clinton addresses the crowd of nearly 12,000 people that braved rainy weather and cool temperatures to attend his campaign rally Friday night near the high school football

field in Brandon. Clinton and his wife Hillary made the stop in Brandon after completing a series of stops in the northwest part of the nation. *Dell Rapids Tribune photo*

believes the best times are ahead.

"Our children will be doing jobs that haven't been invented yet," he added. "Some of them will be doing jobs that haven't been imagined yet."

The president's plans for the country include a maximum \$10,000 a year tax break to help families pay for college, graduate school, or worker training.

He also said he would work to make a 2-year community college degree as common as a high

Clinton also took credit for an increased minimum wage, reducing the number of people on welfare, cleaning up toxic waste, expanding Head Start, and passage of the Family Leave Act.

Health care continues to be a major focus including efforts to make some mental health conditions coverable under medical insurance, as well as requiring that doctors, without influence from insurance companies, make decisions on

hospital after giving birth.

Clinton said that almost 10 million new jobs have been created in his administration and vowed to work for protection of retirement funds for such workers.

Most of the nearly 12,000 people in the crowd were excited and boisterous during the rally, but a number of Bob Dole supporters attended to hear the democrat speak. Some even held up Dole/Kemp campaign signs before the rally started.

BVHS students take part in rally

CLINTON/from page 1

One of the lucky few who actually got to meet with the president was Brandon Valley High School senior Sarah Scholz.

"It was one of the most exciting, memorable things that has ever happened to me," said Scholz.

Scholz was selected from a group of students to introduce Hillary Clinton at the rally.

"She's a wife, mother, role model, but never a passive bystander," Scholz said of the first lady.

Mrs. Clinton said she was especially moved by the introduction and greeted Scholz with a warm embrace as she took the podium for her speech.

Scholz said the moment was especially meaningful for her as well, because Mrs. Clinton has been a role model.

"She is very outspoken for women. She knows the first lady's job is more than just smiling for the cameras," Scholz said.

Also involved in the ceremony

were Homecoming King and Queen Joey Foster and Kim Richert, and fellow student Kelly Soye. Soye opened the rally with a short speech.

Although Soye knew she was among the candidates for the introduction, she wasn't informed that she had been given the honor until about 10 a.m. Friday morning.

Soye said she spoke with campaign advisers of the president, who gave her biographical information about the first lady, but had pretty much free reign as to what to include in her introduction.

The president also spent time with both the Brandon Valley and Huron football teams, taking pictures and speaking with the players.

"I got a chance to shake hands with the football teams. It made me feel young again and I like it," Clinton said.

The Clintons shared the stage at the rally with U.S. Rep. Tim

Johnson, former U.S. Sen. and longtime friend George McGovern, state Sen. Chet Jones, and democratic candidate for U.S. Congress Rick Weiland.

Clinton worked in a pitch for Johnson's campaign against U.S. Sen. Larry Pressler, saying Johnson was "one of the most gifted public servants I have ever worked with."

Following the rally, some of the crowd filed directly into the football stadium for the Brandon Valley versus Huron football game which Brandon won 31-7, and the rest of the crowd tried with varying degrees of success to make their way home.

Security forces barricaded two of the three highways leading out of the city to accommodate the presidential motorcade.

Some vehicles trying to leave the city were held up for as much as 40 minutes while security teams evaluated the best time to move the president and the first lady back to the Sioux Falls airport.

Clinton fans, opponents attend rainy rally



Hundreds of fans hold up Clinton/Gore campaign signs that were handed out by Clinton's campaign personnel as the crowd gets ready for the president and first lady to arrive.

Crowds of people kept streaming into the rally site until the last minute despite intermittent rains throughout the day and temperatures in the low 50's. photo by Brookes D. Noem



Brandon Valley senior Sarah Scholz, who was selected to introduce Hillary Clinton at the



Clinton fans, opponents attend rainy rally



Not everyone at the rally was happy to see the president and the first lady. Here an opponent holds a sign showing his displeasure with Clinton. *Dell Rapids Tribune photo*

Band performs for Clinton



Members of the Brandon Valley High School band, led by Bob Goheen, performed at President Clinton's campaign rally Friday night in Brandon. The band drew a pleasant, surprised response from the president with a rendition of "Eleanor Rigby", which just happens

to be his favorite Beatles song. Before being okayed to perform at the event, White House officials required the band to perform a rehearsal of "Hail to the Chief". The award-winning BVHS band passes the test with flying colors. *Dell Rapids Tribune photo*

Dialogue

Wednesday, September 25, 1996

Brandon Valley Challenger

Clinton visit makes life interesting

This Bill Clinton thing sure had the city of Brandon buzzing this week. "Welcome Bill and Hillary" signs were seen all-around town, along with a plethora of American flags, red, white and blue sweatshirts, T-shirts and hats. Even those serious looking guys in tan trench coats had people talking.

The thing that made the event seem the most real to me was just minutes before the president arrived. I looked up at the water tower and noticed the two very serious-looking guys with rifles who were perched on it watching with hawk-like eyes for anyone who might threaten the life of the man they are sworn to protect.

It was quite an experience.

Lets have a round of applause for the Brandon Police Department, who all had to put in extra hours before, during and after our presidential visit. Some of the officers had to put in 15-16 hour days to accommodate the event.

One reaction I was impressed with

Brookes D. Noem, managing editor

New in town

during the visit of the first couple was that of Brandon Valley Activity Director Rick Clark. I was talking to him about the revised schedule of events to be followed Friday evening, and he said that the football game would start at 8:30 p.m. instead of 7:30 p.m.

I asked him if that time could be completely accurate, or if the length of the rally could affect the time schedule even more.

"I say the game will start at 8:30 sharp," Clark said. "This is our kids' homecoming night, not Bill Clinton's night."

In the end, the rally did push back the start of the game to shortly after 9 p.m., but the more I think about that statement, the more I like it. As much as we can all get caught up in an event as exciting as the Clinton rally, the fact still remains that he was our guest for a short time.

Everyone who was involved did the best

they could to accommodate the president and his wife, and all those who put out special efforts should be applauded.

I know there has been some opposition to the presidential visit. The negative reactions question the fairness of hosting a Democratic candidate at a high school event during the campaign season.

But stop and think for a moment about the historical impact of this visit on the community. Even though Mr. Clinton is a candidate competing for a win in the upcoming election, he is also the President.

Let's not tarnish what will stand up as an historic event in this community by quibbling about the political affiliation of our nation's leader. Whether you are personally a supporter or an opponent of the Clinton Administration, there is a certain point where he should be viewed not as a Democrat or a Republican, but simply as simply the President of the United States.

Presidential visit is credit to local citizens

It isn't often a weekly newspaper has the opportunity to cover the President of the United States delivering a campaign speech, right in his home town. In fact, it is probably a once-in-a-

lifetime experience. The City of Brandon and the Brandon Valley School District should be congratulated for a great job in hosting Bill and Hillary Clinton. The Brandon Valley Challenger was just happy to be a part of all the hoopla at the BVHS athletic field on Friday night.

It is a credit to the citizens of Brandon to be chosen as a campaign stop by the Clinton administration. The state-wide coverage and national exposure further enhanced Brandon's well deserved image as a fast-growing, progressive community. Boasting of a highly-ranked, unbeaten BVHS football team also didn't hurt, since the Clintons wanted to witness the American phenomena of Friday night football. It's too bad Bill and Hillary couldn't have stayed a few minutes longer to observe coach Mike Klinedinst's Lynx in action on the gridiron.

Several comments stood out from the historical occasion:

**State Senator Chet Jones — I was

Jim Wilber, publisher

Prairie Observations

proud of Chet, an old friend and classmate from our NSU college days of the late '60's. He had the unenviable task as leadoff speaker for the occasion, but did a great job of "pumping up" the crowd to start the rally.

**Congressional candidate Rick Weiland — Although I'm sure he is full of good ideas of how big government can benefit us South Dakotans, Rick, unfortunately came across as hollering his way to Washington in his forum.

**BVHS senior Sarah Scholz — Proving that one doesn't need to shout to deliver a powerful message, soft-spoken Sarah showed maturity beyond her years while introducing the first lady. Her heartfelt and sincere testimonial to Hillary drew genuine hugs of appreciation from both Mr. and Mrs. Clinton.

**First Lady Hillary Clinton — Despite receiving a thunderous ovation, the first lady spoke briefly and then stepped to the background, giving nodding approvals to various remarks during her husband's

speech.

**Gingrich bashing — Poor old Newt took a pounding from all sides in as pro-Democrat an assembly as South Dakota has seen since Hillary visited Lennox

a couple years ago to pitch her national health care plan.

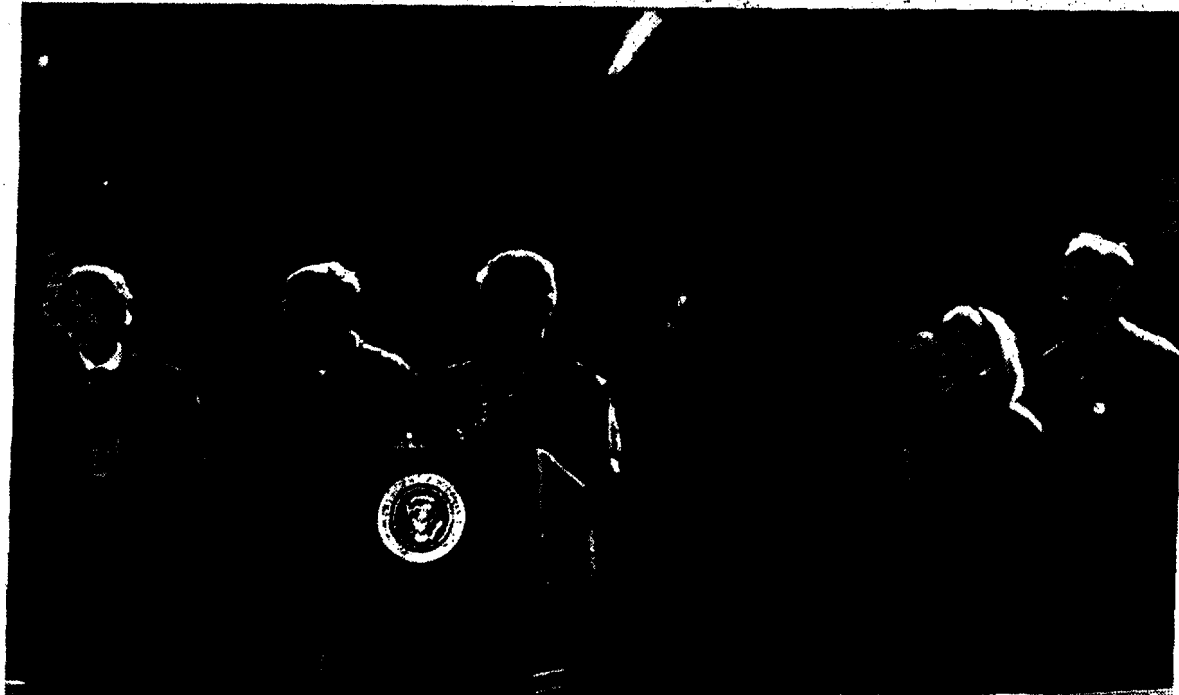
**U.S. Representative Tim Johnson — Wearing a nearly identical "bomber" jacket as President Clinton, Johnson welcomed the boost to his airtight race with Larry Pressler. Taking part in a little Newt bashing himself, Tim apparently weary from the affects of a long senatorial campaign and complained more than once of the "liberal" tag he has been saddled with.

**President Bill Clinton — Although not quite as fancy on his feet as our own Bill — Governor Janklow — the President was masterful in addressing a receptive Brandon crowd. Humorously working through a brief electrical failure, Clinton reached out to spectators from his rural state perspective, making many comparisons between the people of South Dakota and Arkansas. It's understandable why Clinton, who is much more impressive in person than on any telecast, commands a near 20-point lead in the presidential race.

Brandon Valley Resident

Volume 13, Number 40

Wednesday, September 25, 1996



**SOUTH DAKOTA
HOMECOMING**

**A SOUTH DAKOTA
HOMECOMING**

**A SOUTH DAKOTA
HOMECOMING**

Brandon Community Hosts Presidential Visit

The 1996 Presidential campaign made a whirlwind stop at Brandon Friday, helping celebrate the BVHS Homecoming. Dignitaries on the stage are pictured (left to right) George McGovern, Representative Tim Johnson, President Bill Clinton, First Lady Hillary Clinton and congressional candidate Rick Weiland. *Photo by Jim Wilber.*